

# Saitama Marathon

DATE: Saturday, February 7, 2026

LOCATION: Saitama, Saitama, JP

## Event Description

Saitama Marathon is a premier sports event in Saitama. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports

**Importance Rank:** 43/100

**Expected Attendance:** 423 people

**Event ID:** 6TJK5ei6QJpdcGZHP2

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 169 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*